

Why ASAP?

Affordable: Thanks to the generosity of our partners, access to the ASAP program is provided free until April 2005.

Cost Effective: With no travel costs, instructor time, or workplace schedule alterations required, ASAP eliminates much of the cost associated with traditional alcohol server training.

Convenient: Because ASAP is internet-based, your staff can be trained at your convenience, either on-site or at home from any computer with an internet connection.

Self-Paced: Your employees learn at their own pace, repeat lessons as often as they wish, check their own progress with quizzes, and choose when to take the certification test.

State Specific: In addition to addressing the standards of best server practices, ASAP provides training specific to Maine State law and regulatory requirements affecting your Maine business.

Approved: ASAP is Maine's first and only internet-based alcohol server awareness training program to receive approval from the Maine Department of Public Safety, meeting the course criteria outlined in Maine Law.

Justice Planning and Management Associates
PO Box 5260
Augusta, ME 04332



*Finally! Convenient alcohol
seller and server training
that can **SAVE** you money!*

Now **FREE**
(until April 2005)

Protect a
Valuable Asset ...
Your Liquor License



*Approved by the Maine
Department of Public Safety*

Benefits

Community...

- Promotes community health & safety
- Improves community perception of your business
- Reduces demands for additional regulatory oversight

Professionalism...

- Promotes responsible and legal server practices
- Increases server morale, reducing employee turnover
- Instills professionalism through server certification

Profitability...

- Improves business practices
- Assists in the process of management oversight
- Minimizes civil liability exposure
- Reduces the potential for regulatory penalties

Let Us Assist in Your Staff's Professional Development

Through on-line course instruction, reinforced through interactive exercises and quizzes, your staff will develop and apply practical skills in the following areas:

Identification: Identifying intoxicated individuals and minors.

Intervention: Preventing excessive consumption of alcohol by such methods as serving food, encouraging the consumption of nonalcoholic beverages, and refusing retail sales.

Awareness: Making consumers aware of their condition and their responsibility to not drive in an intoxicated condition and arranging alternate transportation when available.

Knowledge: Learning the state laws relating to the sale and distribution of alcohol and the legal responsibilities of sellers, servers, and consumers. Knowing the effect of alcohol by volume and timing of intake in relation to an individual's physical characteristics.

Examination: Utilizing proof of age identification and methods of detecting false or altered age identification documents.

Policies and practices: Preventing the sale or service of alcohol to minors and visibly intoxicated individuals.

Effects of alcohol: Understanding effects on the human body, including the disease concept of alcoholism.

Start Your FREE Training Today at:
www.jpmaaweb.com/etrain/asap
Call with questions...1-800-394-4477